

KASEY STEINBRINCK

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EXPERIENCE

OCTOBER 2019 – PRESENT

CONTENT MARKETING WRANGLER, AUTOMATTIC

Currently working as a consultant and independent contractor for the parent company of WordPress.com, managing content marketing for WordPress.com and the Jetpack brands.

NOVEMBER 2015 – OCTOBER 2019

CONTENT MARKETING DIRECTOR, ELEMENT CREATIVE

Led content marketing and overall strategy in support of the agency's retainer programs. Documented and implemented holistic digital marketing strategies for B2B and B2C clients.

AUGUST 2013 – NOVEMBER 2015

CONTENT MARKETING STRATEGIST, NATURAL HEALTHY CONCEPTS

Rejuvenated the content marketing strategy for a fast-growing eCommerce business. Assisted executives in hiring and leading an in-house marketing team.

APRIL 2010 – AUGUST 2013

COPYWRITER & WEB CONTENT SPECIALIST, INDEPENDENT PRINTING

Dramatically increased search engine visibility for the company's eCommerce properties through SEO-friendly copywriting and content marketing strategies.

SEPTEMBER 2009 – MAY 2010

ENTERTAINMENT REPORTER, GANNET – THE APPLETON POST-CRESCENT

Wrote featured articles on the local arts, entertainment, and nightlife scene for an award-winning newspaper. Managed social media and acted as the public face of the Fox Cities Hub.

NOVEMBER 2008 – JANUARY 2009

PRODUCER, SOVEREIGN CITY COMMUNICATIONS

Briefly produced syndicated radio programming while managing talent based in NYC and Los Angeles for the mid-day and afternoon drive dayparts. (Company closed due to the Recession)

AUGUST 2003 – NOVEMBER 2008

NEWS PRODUCER, WLUK-TV FOX 11

Produced hour-long newscasts for both mornings and evening as well as special programming. Managed a team of writers, video editors, graphic designers, and reporters.

EDUCATION

GRADUATED MAY 2003

B.S. MASS MEDIA COMMUNICATIONS, ORAL ROBERTS UNIVERSITY

Participated in the school's intensive Multimedia Institute (MMI). Graduated Magna Cum Laude with a 4.0 in my major.

GRADUATED DECEMBER 2002

LOS ANGELES FILM STUDIES CENTER (LAFSC)

Participated in a semester long internship at Jersey Films for executive producers Danny DeVito, Michael Shamberg, and Stacy Sher while studying filmmaking and culture.

SPECIAL PROJECTS & FREELANCING

MARCH 2013 – NOVEMBER 2019

FOUNDER, WHOONEW.COM

Launched a popular regional website featuring Wisconsin lifestyle and culture content. Provided sponsored content opportunities to SMBs. Achieved impressive search visibility and viral reach.

SEPTEMBER 2012

PRESENTER, FINCON 2012

Selected as a featured speaker for a session at a financial bloggers conference. Spoke on using the local media to gain attention for a blog.

JANUARY 2012 – MARCH 2013

FOUNDER, COPYJUICE MEDIA (COPYJUICE.COM)

Developed a digital marketing blog to attract freelance clients for content marketing, copywriting and graphic design.

JANUARY 2007 – MARCH 2009

PRODUCER, CHILLER THEATER/THE NED THE DEAD SHOW

Revamped and rebranded an independently produced, late-night local television program.

SKILLS

- Adept at developing digital marketing strategies that combine, Owned, Earned, Shared, and Paid media.
- Strong background in search engine optimization as it relates to copywriting and quality content.
- Comfortable with client facing and large group presentations.
- Experience developing lead-generating content marketing strategies.
- Understanding of how to use analytics and other platforms for marketing reports.
- Familiarity with: Google Analytics, Google Search Console, Adobe Creative Suite, Microsoft Office, WordPress and other CMSs.
- Creative problem solver with leadership experience.